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FOR BUYERS OF MACHINERY, CONTAINERS, MATERIALS, SUPPLIES, SERVICES/SEPTEMBER 1992

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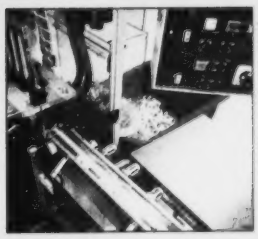
Find Out Who Won: The Votes Are In For 7th Annual Innovator Awards

Choices Grow In Machinery For Drug Blisters



Physicians-sample line packs blisters at 300/min. See Package Engineering®

Which Materials Really Work Best?

Have Hot-Fill PET Bottles Lived Up To Their Promise?

How To Design A Turnkey Line

PACKAGING

BREAKING NEWS

IoPP corrugated survey shows need for more education

The Institute of Packaging Professionals says results of its recent Edge Crust Test Survey reveal a need for further education regarding changes in the way corrugated can be specified.

Although 83% of IoPP members who responded to the association's survey said they were familiar with the recent changes to Item 222 of the National Motor Freight Classification and Rule 41 of the Uniform Freight Classification, 72% said they would benefit from assistance in specifying ECT-certified board.

"Individual comments from end users indicate that many survey respondents understand exactly what to expect from ECT-certified board," says John B. Cudahy, IoPP manager of program and marketing services. "But based on the survey results, the vast majority of IoPP members do not completely understand the rule change. Eighteen months after the change, there still seems to be significant misunderstanding about what these boxes are and what they are not."

Many of the survey respondents said they believed they would benefit by switching from Mullen-certified to ECT-certified corrugated, but did not agree as to what those benefits were. Some said they thought ECT-certified board was superior in compression strength. Some said they liked it because it saved money. Others cited environmental concerns.

"Board certified to ECT minimum values is not necessarily high-performance board," Cudahy tells PACKAGING, "but for some reason many people think they are getting better compression strength from ECT. That just isn't so."

Cudahy warns that ECT minimum values can easily be misinterpreted as standards. The minimum values are set by carriers and do not take into consideration warehousing requirements of any particular product.

"To select a board strictly on the basis of cost savings would be to defeat the whole purpose of creating the alternative board," Cudahy says. "But unfortunately that's what some [end-user] companies are doing."

Many responding to the survey said they had switched to ECT-rated board because their suppliers had stopped offering Mullen-certified board.

An educational task force composed of representatives from IoPP, the Association of Independent Corrugated Converters and the Fibre Box Association plans to release a comprehensive, informative brochure later this year. The brochure is expected to describe the changes in detail, what they mean and what they can and cannot do to improve packaging performance.

"It may take two or three years to fully educate those who do not yet understand the benefits of ECT as an alternative rather than a requirement," Cudahy says.

FTC offers guidelines to prevent misleading environmental claims

The Federal Trade Commission has issued guidelines to help reduce consumer confusion and prevent false or misleading environmental claims.

The Guides for the Use of Environmental Marketing Claims announced by Janet Steiger, FTC chairwoman, at a congressional hearing in Washington, D.C., are designed to "protect consumers and to bolster their confidence in environmental claims and to reduce manufacturers' uncertainty about which claims might lead to FTC law-enforcement action, thereby encouraging marketers to produce and promote products that are less harmful to the environment."

The guidelines focus on the use of such terms as recyclable, degradable, environmentally friendly and ozone safe. Although the commission has not rigidly defined such terms, the guidelines recommend that environmental claims be substantiated by competent and reliable evidence.

Based on a review of data obtained during FTC investigations, hearings and written comments from the public, the guidelines are not enforceable as law. Nor do they preempt state and local laws or regulations. They do, however, provide collective administrative interpretations of laws administered by the FTC. The guidelines focus on how consumers are likely to interpret various environmental claims and identify types of claims that should be explained or qualified to avoid deceiving consumers.

According to the guidelines, it must be clear whether environmental claims apply to the product, to the package or to a component of either one. And qualifications and disclosures should be sufficiently clear and prominent to prevent deception.

The commission will request comments on how the guidelines are working after three years.

Design firm survey shows plateau in consumer eco-concern

Design firm Gerstman & Meyers, New York City, says its fourth annual survey of consumer opinion about the environment shows overall concern to be leveling off.

Herbert M. Meyers, managing partner of the firm, says, "The significant increase we saw in consumer concern for the environment two years ago has obvi-

PACKAGING's Breaking News is prepared just days prior to publication. Please fax late-breaking news to the attention of Greg Erickson, editor in chief, at (708) 635-6856.

BREAKING NEWS

MOST IMPORTANT ENVIRONMENTAL ISSUE

	1989	1990	1991	1992
Consumer Solid Waste	12%	25%	25%	19%
Air Quality	30	27	27	24
Water Quality	15	10	13	13
Ozone Layer	14	10	9	3
Oil Spills	3	2	2	1

Source: Gerstman & Meyers

ously leveled off. This is not surprising considering the fact that there are still no national guidelines for marketers to follow and a growing concern for other economic and business problems. But the fact that the level of concern has stabilized proves that the issue is still present in the minds of consumers."

For the fourth year in a row the survey has shown that solid waste is one of the two most important environmental issues to consumers and packaging continues to be seen as a contributor. Among the packages seen as most harmful by respondents to the G&M survey are steel juice cans, toothpaste pumps, microwavable food trays and plastic bottles for soft drinks and ketchup.

Says Meyers, "Based on the results of our survey, consumers are telling us that they are dissatisfied with the slow pace of environmentally responsive solutions. Their perception is that business and government are not seriously addressing the issues. Brands that take no action or inappropriate action will lose consumer confidence and ultimately market share."

In conducting the survey, G&M questioned 319 female heads of household aged 21-54. The research was fielded by Joel Benson Associates.

Potato chips bow in 'Bowl Bag'

How's this for convenience? New pouch packages for Curtis-Burns' Hiland Potato Chips not only feature tear-string reclosable zippers, but the bag can also act as a serving bowl.

Designed and converted by Curwood Inc. using metallized barrier film, the pouch's graphics are printed sideways so that presentation on store shelves is horizontal rather than vertical. Hiland's form-fill-seal equipment was modified by Hayssen to allow Fresh Trak zippers from Presto Products to be applied in-line along the side of the pouch. The moisture-retarding film is flexographically printed in six colors.

International Paper buys manufacturing facility in Poland

International Paper has announced its purchase of the largest manufacturer of white papers in Poland, giving IP its first manufacturing location in Eastern Europe.

The sale represents one of the largest capital commitments by a U.S. company in Eastern Europe since the beginning of privatization in that part of the world.

John A. Georges, chairman and chief executive officer of IP, termed the purhcase "an excellent strategic asset well-suited for domestic expansion and export development."

Mead spends $34 million, triples package recycling

Mead Corporation has announced plans to invest $34.1 million to expand the recycling capabilities of its coated- paperboard mill in Russell County, Ala., which manufactures beverage packaging containers.

Construction is underway on the Mead Coated Board Div.'s new post-consumer recycling plant, which when completed next year is expected to use 150,000 tons a year of old corrugated containers and used beverage cartons recovered from the solid-waste stream. This will increase Mead's use of recovered fiber to 225,000 tons a year and allow the company to increase the percentage of recycled fiber in its paperboard.

Alusuisse-Lonza acquires New Jersey maker of plastic trays

Swiss-based Alusuisse-Lonza Group, which specializes in aluminum, chemicals and packaging, has entered into a contract to acquire Therma-Plate Corp. of South Plainfield, N.J., a leading producer of plastic trays.

Founded in 1988, Therma-Plate Corp. has 140 employees and sales revenue of $45 million. The present management will continue to be closely associated with the company's development.

Alusuisse-Lonza recently acquired Dutch company Papier-Metaal, a leading producer of trays for processed food in Europe. Alusuisse-Lonza's packaging division comprises 15 companies in the United States and Europe with 5,500 employees.

Klöckner Hänsel Tevopharm joins Klöckner Bartelt

Klöckner Hänsel Tevopharm, N.A., located in Fairfield, N.J., has joined Klöckner Bartelt Inc. headquartered in Sarasota, Fla.

Klöckner Bartelt president Charles C. Brown, says, "The addition of this new division and its move to Sarasota strengthens the company's commitment to its North American customers, particularly in the confectionery and bakery industries."

Klöckner Hänsel Tevopharm equipment will soon be manufactured at the Sarasota plant, consolidating the parts manufacturing capabilities of both lines. The new division will be responsible for North American sales and marketing as well as service and support.

PACKAGING®

A CAHNERS PUBLICATION/VOLUME 37 NUMBER 10

Award winners show innovation and creativity with new packaging technology and designs. Page **54**

EPS loose-fill cushioning bears the challenge of its competitors. Will its prominence last? Page **32**

Clear PET bottle for sports drink is run on a new filling line that was designed to grow with product. Page **44**

Flexible stand-up pouches for household-care product refills feature resealable screw-cap closures. Page **15**

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NEXT MONTH

Pack Expo 92 delivers the latest in technology and information. PACKAGING's preview issue helps you get a jump on pre-show planning.

Among today's concerns, packaging waste is 'a minor issue'

Mary O'Grady
Research Manager
Cahners Publishing Co.

The Persian Gulf crisis . . . AIDS . . . the upcoming presidential election . . . the recession . . . the L.A. riots . . .

With such issues having faced consumers, it's evident that the problem of packaging waste might be overshadowed. In an effort to determine how concerned consumers are with different issues, PACKAGING posed the question in its exclusive 1992 Consumer Survey.

Despite continuing unrest and politically motivated bloodshed in some parts of the world, our survey reveals reduced concern over the threat of war. Only 67.8% of our survey respondents say they are very or greatly concerned about the threat of war this year compared to 86.5% in 1991. Declining concern for this issue, however, does not seem to have resulted in increasing worry over other issues facing Americans.

Consumers appear to be focusing on matters that touch closer to home. The seemingly endless recession, for example, having a direct impact on Americans' pocketbooks, is the issue of most growing concern—up 5.1% from 1991.

This election season, protecting the environment appears likely to be a campaign issue. Yet our survey respondents seem to be saying this issue can be overemphasized. The level of concern over the trash problem is basically unchanged this year while concern over used packaging has declined from 1991. In fact, the issue of what to do with used packaging is near the very bottom of our list of 11 national issues.

More enviro-concerns

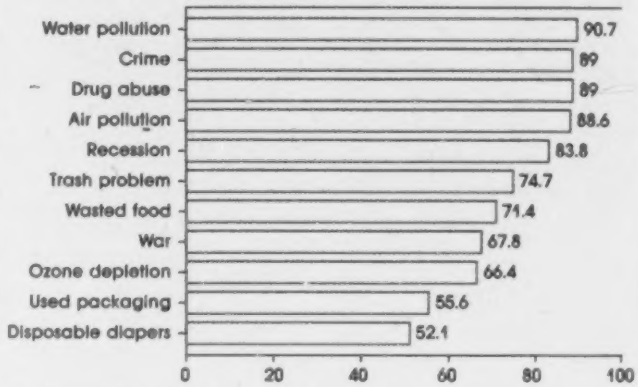
Among the few environmental issues gaining in importance to consumers are water and air pollution, up mildly by 1.5% and 3.7%, respectively.

What demographic group is most concerned about the packaging waste problem? Older Americans age 60 and above. Almost 60% in this group say they are very concerned about used packaging, and nearly 79% report great concern about the trash problem.

WHAT TO DO ABOUT PACKAGING WASTE RATES LOW AMONG CONSUMER WORRIES

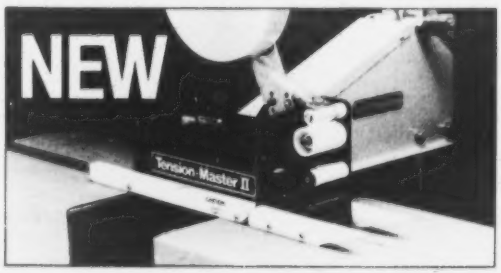
Question: For each of the following, please indicate how concerned you are with these issues.

Percent saying "very" or "greatly" concerned



Source: 1992 PACKAGING Consumer Survey

In tracking consumer packaging preferences for eight years, PACKAGING's Consumer Survey has become a highly credible storehouse of vital marketing information. Each month this column examines a portion of the survey results up close. It's part of our commitment to helping you do your job better.



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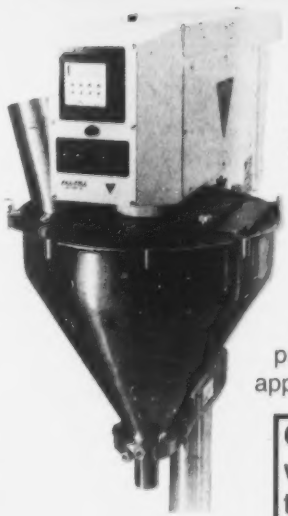

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ENVIRONMENTAL NEWS

Recycled PET New Weapon In Cola Wars

It's an environmental packaging advance, and it certainly won't hurt in the continuing fight against Coke. PET bottles for Pepsi-Cola and 7UP containing 25% recycled resin have made their debut in Sacramento, Calif., as part of a test market.

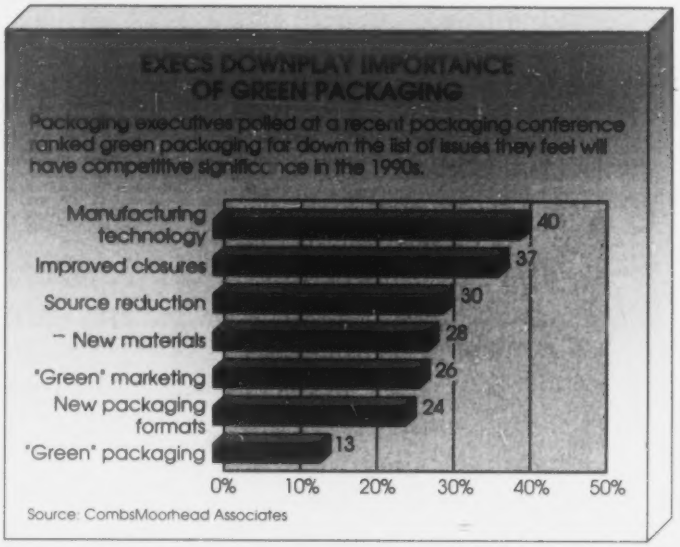
"Every clear plastic bottle containing Pepsi, Diet Pepsi, Caffeine-Free Pepsi and Diet Caffeine-Free Pepsi on shelves in the Sacramento area will be made from PET with recycled content," says Jim Keown, vice president of marketing for Pepsi-Cola West. "Sacramento is an important test for Pepsi and for the future of this kind of recycled packaging."

He continues, "Surveys suggest that Northern California consumers care a great deal about the environment. Sacramentans' response to purchasing Pepsi in recycled containers will be a strong indication of the demand for this kind of packaging in the rest of the country."

Says Bart Brodkin, president of 7UP, "We're pleased that we are now able to use recycled-content PET bottles to package our product. We know our customers will be as pleased as we are with this environmental advancement, which demonstrates our commitment to developing markets for recycled plastics."

Johnson Controls Inc. blow-molds the bottles from polymer supplied by Eastman Chemical Co. For more information from Johnson Controls, circle **241**. For more information from Eastman Chemical, circle **242**.

Recycled-content PET two-liter bottles for Pepsi and 7Up are on Sacramento store shelves. The area was chosen because of heightened consumer concern for the environment.


EXECS DOWNPLAY IMPORTANCE OF GREEN PACKAGING
Packaging executives polled at a recent packaging conference ranked green packaging far down the list of issues they feel will have competitive significance in the 1990s.
Manufacturing technology 40
Improved closures 37
Source reduction 30
New materials 28
"Green" marketing 26
New packaging formats 24
"Green" packaging 13
0% 10% 20% 30% 40% 50%
Source: CombsMoorhead Associates

Tale Of Two Surveys: Execs Differ On Packaging

Two recent surveys of corporate executive attitudes about the importance of environmentally friendly packaging have yielded two different spins.

Brand identity consultants Gerstman + Meyers Inc. mailed questionnaires to executives in a wide variety of companies. Of the respondents, 62% say that solid waste is the most significant environmental issue they face and 41% say they currently are addressing solid waste packaging issues.

However, Chicago-based business research firm Combs-Moorhead Associates polled attendees of Packaging Strategies '92, recently held in Atlanta, and found that green packaging ranks far down the list of issues to which respondents assign a high competitive advantage in the 1990s.

While 40% of respondents say that new manufacturing technologies are important for competitive reasons and 37% say improved closures are important, only 13% assign such importance to "green" packaging.

For more information on the Gerstman + Meyers survey, circle **243**. For more data from CombsMoorhead, circle **244**.

NFPA: RCRA Revisions Still Unfair To Food Industry

The scaled-back recycling provisions added to the Resource Conservation and Recovery Act renewal bill now awaiting full House of Representatives debate still place an unfair burden on the food industry, according to officials of the National Food Processors Association.

However, plastics industry sources say they can live with the new proposals, which limit plastics recycling requirements to bottles and jars between eight ounces and five gallons. The changes in recycling language were made by the sponsor of the entire bill, Rep. Al Swift, D-Wash.

"Congress has narrowed the focus of this legislation down to cans, jars, bottles and other containers widely used by the food industry," says John Cady, NFPA president. Cady notes that such materials account for only 8% of the solid waste stream.

"I cannot understand the premise of this approach," he continues. "This is a bill that will not reduce solid waste, that focuses on an issue that poses no risk to human health or the environment, that could be as costly as the Clean Air Act, and that nationalizes garbage regulation, all during a recession."

The Environmental Protection Agency estimates the potential cost to consumers of the RCRA legislation could range up to $30 billion a year. EPA has also called packaging "an area of solid waste management that pre-

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